

# New Merchandising Creed Developing at Meetings Of Retail Drygoods Men

Co-operation to Secure Welfare of Labor and Better Service for Customers Keynote of Second Day's Session of National Convention-America Rapidly Coming to Front in Creation of Styles and Improvement of Textile Designs-Says Thrift Campaign Will Help Trade in 1919

Rapid progress was made yesterday in the movement to weld the retail drygoods merchants of the United States into a harmonious or-Throughout the day's proceedings at the second session of the convention of the National Retail Drygoods Association, a spirit of what a great industrial leader once called "enlightened selfishness" prevailed. Man after man discussed the problems that confront himself and his fellows in terms of understanding that what is good for the country as a whole must be good for its merchants individually. The will to cooperation

The merchants strongly indorsed what V. Everit Macy, president of the National Civic Federation, had to say on the labor problem. They applauded the speaker earnestly when he said that the solution of this problem lies in continuing the same unity of purpose and cooperation by individuals, business firms and other interests which enabled America to play such an important part as it did in bringing the war to a success-

Mr. Macv declared that to adjust la-@

## Optimism!

small. The bank resources

# liam Mather Lewis, of the United Better Understanding

to settle their differences, certainly the prevention of strikes and lockouts is upon the purchase of any mechanical cot beyond the reach of industry. It equipment which you find you can proceannot be accomplished, however, with-

# Points Out Faults

# Of Retail Advertising

# Buyers Arrived

# Women's Wear and Millinery

# Hastens French Industrial Era

# George A. Gaston Tells of Competition Developing in European Countries

# U. S. 'Dry' Law Stabilize Prices to Hold Prosperity, Redfield Urges

Secretary of Commerce Calls on Nation to Box Necessities Without Waiting for Decline a a Measure to Keep Labor Fully Employed

# How Shall the

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"The condition of the country heavy taxes to pay, but we shall meet them fearlessly and successfully and in a few months shall find that our faces are turned toward a bright and prosperous future."-Secretary Red-

Of Merchants' Problems